

PiMA[®]

**How Gallagher Affinity
Strengthens Its Partnerships
at PIMA Conferences**





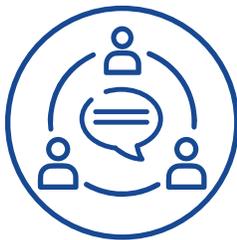
Background



Gallagher Affinity, a unit of Arthur J. Gallagher & Co., is the program administrator and benefits provider for more than 300 national associations and affinity groups. Composed of 11 different acquisitions, Gallagher Affinity's unique and unparalleled industry knowledge enables it to provide its clients with high-level solutions.



Though it focuses on the insurance sector, Gallagher Affinity primarily operates in the affinity and association marketplace. Every product and service the organization offers is branded and distributed through partner endorsements, sponsored distribution channels, or a loyalty platform. Gallagher Affinity has about 600 endorsements from various associations, enabling it to market four main products to its members: professional liability insurance, student health insurance, direct-to-consumer marketing/sponsored marketing, and non-insurance products.



Gallagher Affinity's tried-and-true business model thrives on partnerships and collaboration, allowing it to market member benefit programs that bring true value to customers.



Challenges



Affinity organizations mostly partner with associations or other third parties, so it's all about marketing your organization in a way that convinces them to offer your member benefit programs. Unfortunately, not every association sees value in these programs or has the resources to market them to its members properly.



In general, Gallagher Affinity and similar organizations struggle to promote their products successfully without the help of endorsers. They frequently partner with insurance carriers to write their business, but some of the larger carriers work with legacy systems that are unable to adapt to the modern insurance market.



Let's say, for example, you want to create a policy related to texting while driving. Texting while driving wasn't a risk 20 years ago, so you'll have to develop a new type of coverage. But that may not be possible on a legacy system that doesn't have the proper flexibility.



These issues make it difficult for organizations in the affinity and association space to get their products into the hands of the people who need them. Gallagher Affinity needed a partner that could help it find more creative and agile solutions.

Results



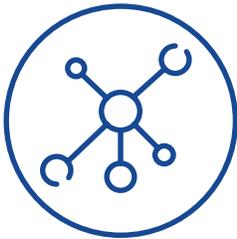
To get ahead of these issues and address them properly, Gallagher Affinity regularly attends [PIMA's conferences](#). Twice a year, PIMA members gather to learn about and discuss new trends and technologies affecting the affinity market. For an organization like Gallagher Affinity, PIMA conferences offer ample networking opportunities to meet new partners and strengthen relationships with existing contacts.



Gallagher Affinity would need an entire year to engage in face-to-face meetings with even half of its partners. Because PIMA conferences bring many of these partners together in one place, Gallagher Affinity can meet with them over a few days. Through these events, Gallagher Affinity sustains strong, long-lasting, and meaningful relationships — and builds new ones.



Some of the new relationships formed at PIMA conferences have even turned into successful acquisitions for Gallagher Affinity. While you shouldn't attend PIMA conferences with acquisitions in mind, it's not unusual for those conversations to happen organically.



In addition to taking advantage of the networking opportunities at conferences, Gallagher Affinity relies on PIMA's online member directory to find potential partners. Gallagher Affinity recently was nearing the end of a project with a fellow PIMA Product Provider member that was having call center issues. After looking through the directory, Gallagher Affinity was able to connect them with a few potential PIMA members; the fellow PIMA Product Provider member then reached out and found a successful partner to help grow its business.



Regular attendance at PIMA events, in addition to access to PIMA's online services, enables Gallagher Affinity to be a more productive provider — for both its customers and its partner vendors.

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